

**APPLICATION FOR STATION LICENSE**  
**NEW CENTURY MEDIA GROUP, LLC**  
**WPLW RADIO STATION**  
**CH 273A - 102.5 MHZ - 1.50 KW**  
**HILLSBOROUGH, NORTH CAROLINA**  
**October 2010**

**TECHNICAL STATEMENT**

This Technical Statement was prepared on behalf of New Century Media Group, LLC ("New Century"), licensee of radio station WPLW, Channel 273A, Louisburg, North Carolina.<sup>1</sup> New Century holds a permit, BPH-20100204ACG, which authorizes a relocation of WPLW to a new site, as well as, a change in community of license to Hillsborough, North Carolina. New Century herein submits a license application to cover the outstanding permit. A calculation of the transmitter power output of the WPLW transmitter is attached as Exhibit A.

There are two operating conditions/restrictions on the WPLW permit. The first condition states that as a result of the grant of the construction permit for the facility, Channel 273A is deleted from Louisburg, North Carolina and Channel 273A is added to Hillsborough, North Carolina, and that the license for station is modified to specify operation at Hillsborough. New Century acknowledges this condition.

The final condition states that New Century will reduce the power of WPLW, or cease operation in coordination with other users of the tower, to protect persons having access to the site from radio frequency electromagnetic fields in excess of FCC guidelines. New Century will comply with this condition.

---

1) The call sign of the station was changed from WKXU, effective October 28, 2010.

Based on the foregoing, it is believed that WPLW is in compliance with the Commission's rules and that all conditions have been met.